



اَوْنُوْا سِيْتِيْ تِيْكَوْلُوْ كِيْمَا رَا
UNIVERSITI
TEKNOLOGI
MARA

*Pureen**
Thinking About Baby and You

COMPANY ANALYSIS

Summit Company (Malaysia) Sdn. Bhd.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY
FACULTY : FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) APPLIED CHEMISTRY

SEMESTER : 5

PROJECT TITLE : PUREEN'S BABY DIAPER BAG

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EXECUTIVE SUMMARY

This assignment is an attempt in order to expose to students about entrepreneurship. From this subject, students can know how to practice the theories that have been learnt. In this assignment, students are required to do a research about one chosen company. My chosen company is Pureen which is a company that produce mainly baby stuffs.

In the first part of the report, I have to do some research about the company background and collect the needed information. The needed information is about the company background, business strategy, marketing strategy and operational strategy.

In another part of this assignment, I have to construct a SWOT analysis table. By doing the analysis, I am able to identify the strengths, weaknesses, opportunities and threats of the company. By gaining that information, I am able to recommend some improvements regarding the product.

2.3 Products/Services

Pureen is producing and distributing variety of baby's stuffs from newborn to toddlers. Some of Pureen products can be classified into:



Category of products	Examples
Baby wear & soft accessories 	<ul style="list-style-type: none"> • Newborn petite • Bedding • Soft accessories
Nursing & feeding accessories 	<ul style="list-style-type: none"> • Warmer bags • Diaper bags • Milk powder dispenser
Breastfeeding accessories	<ul style="list-style-type: none"> • Breast pumps • Breast pads • Breast milk storage
Family toiletries	<ul style="list-style-type: none"> • Oral care

Table 2.3: Products